

LIST OF ABBREVIATIONS

1. NAICS: North American Industry Classification System
2. PDS: Public Distribution System
3. KVIC: Khadi & Village Industry Centers
4. IT: Information Technology
5. BPO: Business Process Outsourcing
6. CEO: Chief Executive Officer
7. FMCG: Fast Moving Consumer Goods
8. MNC: Multi National Companies
9. FDI: Foreign Direct Investment
10. GDP: Growth Domestic Product
11. RIL: Reliance Industries Ltd
12. PRIL: Pantaloon Retail India Limited
13. RRL: Reliance Retail Limited
14. MoU: Memorandum of Understanding
15. RSQS: Retail Service Quality Scale
16. UK: United Kingdom
17. US: United States
18. MRP: Maximum Retail Price
19. SQ: Service Quality
20. ANOVA: Analysis of Variance
21. χ^2 : Chi- Square
22. O: Observed Frequency
23. E: Expected Frequency
24. df: Degree of Frequency